



Rory J. O'Rourke
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April 9, 1997

To: Ellen Dogali
Mike Imbriano

Re: We Card Program

Dear Ellen and Mike:

Enclosed are additional flyers that were sent to all of your retailers in Rockland County that we call on at least quarterly. Use the additional flyers to give to any retailers that might not have made the list.

Sincerely,

A handwritten signature in black ink that reads "Rory". Below the signature, the name "Rory O'Rourke" is printed in a smaller, regular font.

cc: Greg Brown
Mark Young

51851 8201

If You Sell Tobacco ...

Selling tobacco to minors could mean:

- Fines for store clerks and owners
- Serving time in jail



*Protect yourself, your employees and your business —
and do the right thing — attend*

The "We Card" Retail Training Seminar

FREE OF CHARGE and taught by a professional trainer.

The program will teach you how to prevent illegal tobacco sales:

- How to handle an underage customer.
- How to check for identification and what types to accept.
- How to determine a customer's age.
- How to handle second party sales.
- How to handle an abusive customer.

To help you pass this valuable information on to your employees, you will receive absolutely FREE:

- Responsible Tobacco Retailing Employee Activity Book — a comprehensive employee training manual.
- Information on how to order the "We Card" Kit containing employee training and point-of-sale materials.

**RESERVE YOUR SPACE TODAY!
CALL TOLL FREE 1-888-TRAIN 03 (1-888-872-4603)**

Rockland County

Wednesday, May 21, 1997

Comfort Inn

425 E. State Route 59, Nanuet, NY

Session: 9:00 a.m. - 12:00 noon

51851 8202

Sponsored by: New York Association of Conveneince Stores; Food Industry Alliance of New York State; Empire Candy and Tobacco Company; Coalition for Responsible Tobacco Retailing

All business owners, managers and store employees are invited to participate in this valuable, interactive, skill-building session. There is no charge for this seminar or the training materials.

... You Can't Afford To Miss This Opportunity!